

MULTIMEDIA



UNIVERSITY

STUDENT ID NO

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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2016/2017 SESSION

LCT1017 – COMMUNICATION THEORIES
(All sections)

11 OCTOBER 2016
2.30 p.m. – 4.30 p.m.
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This question paper consists of **TWO** pages with **TWO** sections only.
2. Answer **ALL** questions in **SECTION A** and choose only **TWO** questions in **SECTION B**.
3. Write all your answers for **SECTION A** and **B** in the *Answer Booklet*.

SECTION A: STRUCTURED QUESTIONS [30 MARKS]**Instruction:** Answer *ALL* questions.

1. a. What is *communication theory*? (1 mark)
b. Why is it important to have a theory? (2 marks)
2. Using the Shannon–Weaver Model of Communication,
a. explain what features or concepts would you include in a description of human communication? (3 marks)
b. Illustrate the model. (3 marks)
3. Briefly explain the following:
a. Media dependency (2 marks)
b. Spiral of silence (2 marks)
c. Social penetration theory (2 marks)
4. Charles Berger and Richard Calabrese explain the connection between their central concept of uncertainty and seven key variables of relationship development with a series of axioms, and deduce a series of theorems accordingly. Within the theory, there are *two types* of uncertainty identified. State and explain each one. (3 marks)
5. a. Explain the following concepts: *accommodation*, *divergence*, *convergence* and *maintenance*. (4 marks)
b. Provide an example of each concept. (4 marks)
6. a. What is the broader tradition of the *Cultural Approach* in organizations? (1 mark)
b. Explain the role of this tradition in organizations. (3 marks)

SECTION B: ANALYTICAL QUESTIONS [20 MARKS]**Instruction:** Answer any *TWO* question.**Question 1**

Angela, Brian, Chloe, and Daniel have just gotten together for their first group meeting. Their task is to create a presentation on a theory of their choice for their communication theory course.

With the functional perspective in mind,

- a. identify and explain the *three* types of communication in decision-making groups in their interaction among themselves on this project. (7 marks)
- b. outline and explain the *four functions* that can increase beneficial decision making on this presentation. (13 marks)

Continued...

Question 2

The ear and the eye have been dominant senses throughout earlier media ages.

- a. Why does McLuhan suggest touch is a new emphasis in the electronic age? (10 marks)
- b. Give *five* examples referring to media ecology theory. (10 marks)

Question 3

- a. Rhetoric, as an art, has long been divided into five major categories or "canons". These categories have served both analytical and generative purposes. List the *five canons* of rhetoric and provide *an example* for each canon. (10 marks)
- b. What role do you think the study of rhetoric can play in today's *social movement, political context* and *popular culture*? Give *two* roles with an example for each context. (10 marks)

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